

ABC Tech Business Strategy



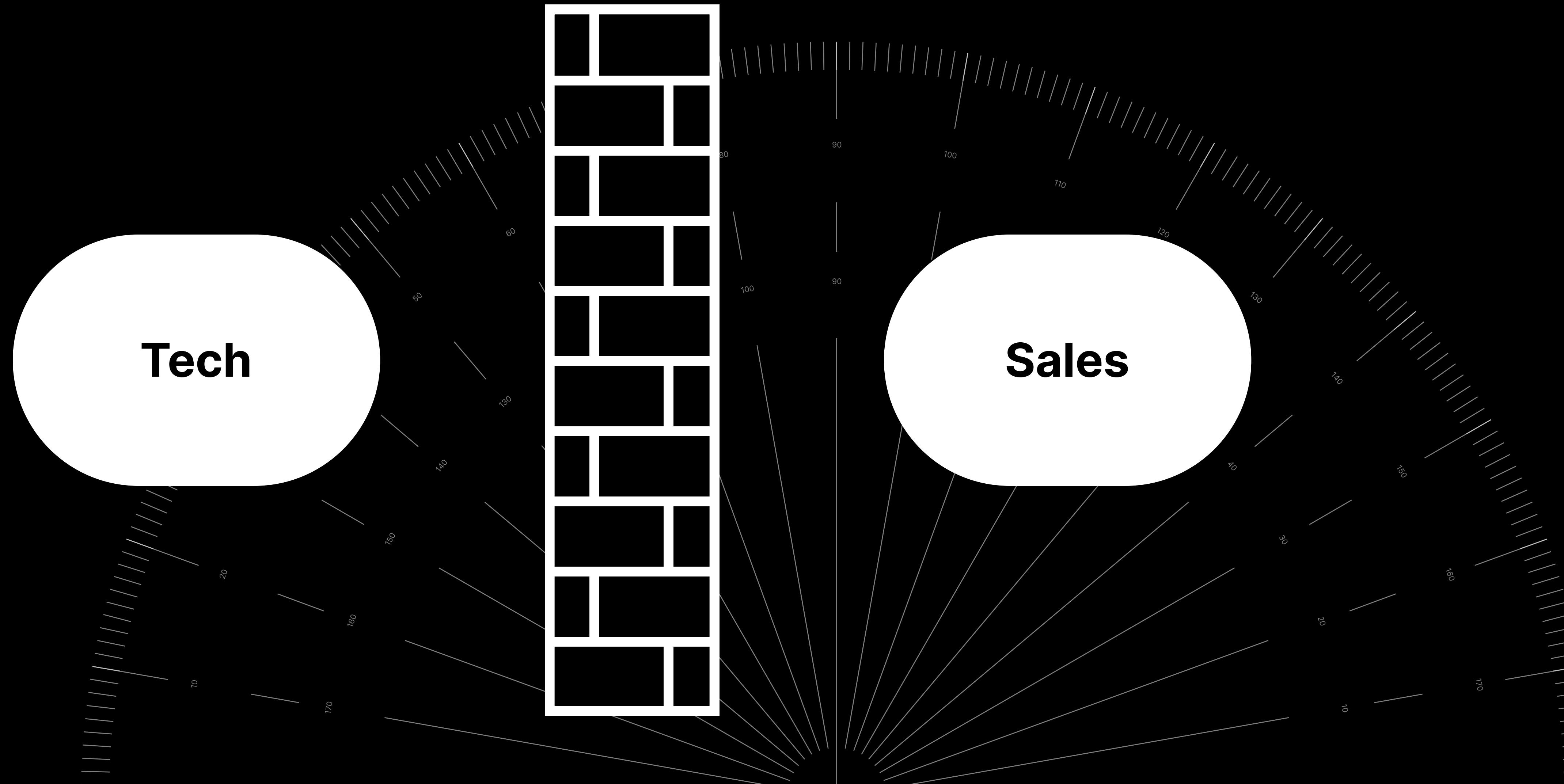
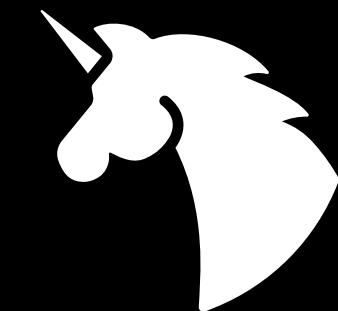
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Company structure



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Current structure

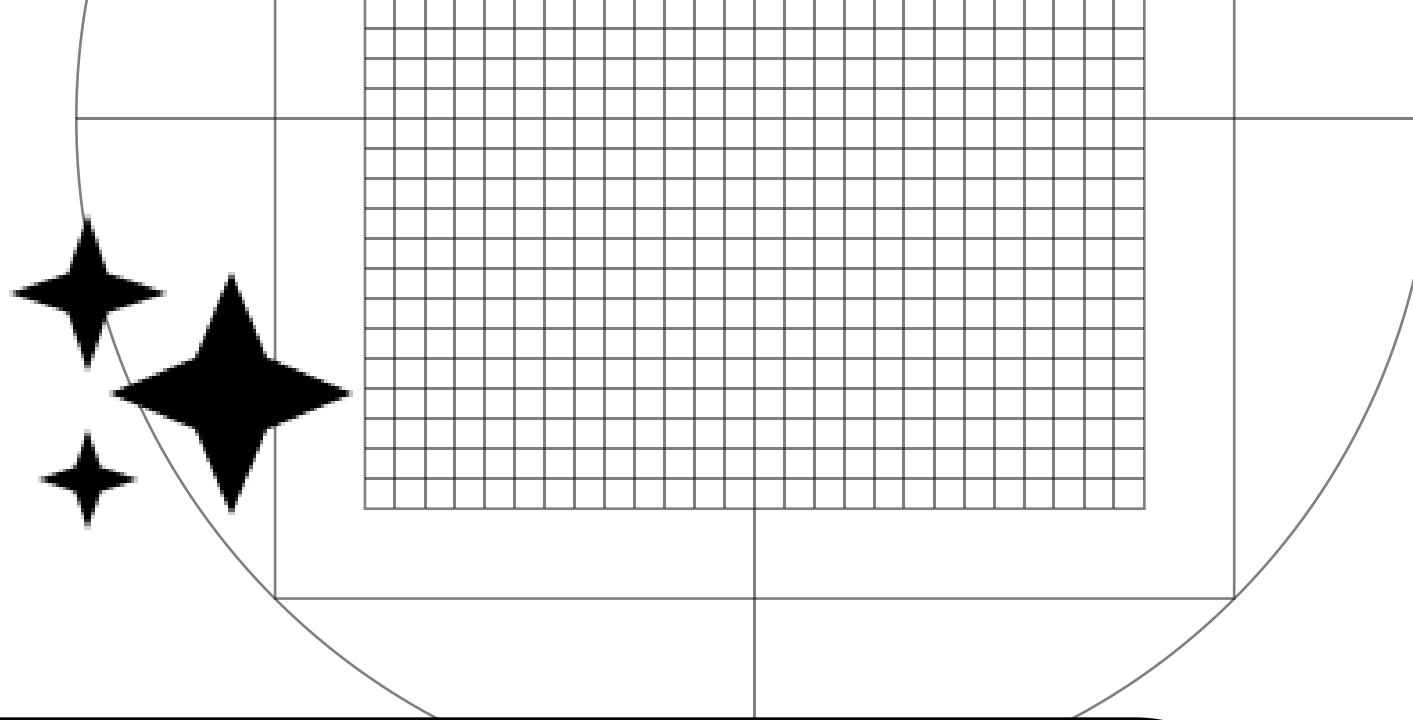


Structural issues

- Hard to adapt and innovate
- Hindered growth
- Slow decision-making
- Too much rigidity and bureaucracy



Improved structure



CEO

Projects*

Tech

Sales

CR

Chief Business Officer

Management

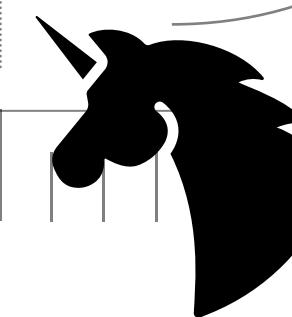
Finance

HR

Growth

Marketing

R&D



Project teams

Project Coordinator + CTO

Project A

Project lead

Tech

Sales

CR

Project B

Project lead

Tech

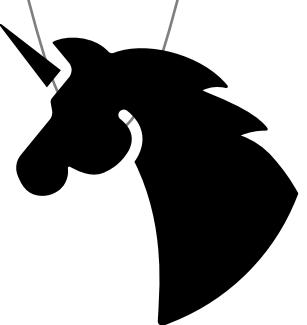
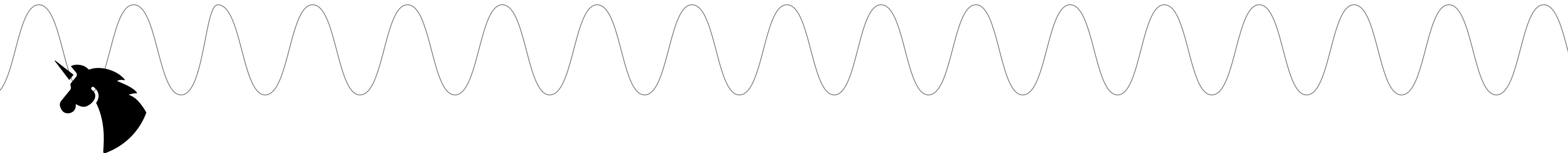
Sales

CR



Benefits

- Breaks down silos
- Lets people closely collaborate
- Eliminates bureaucracy
- Allows to focus on specific areas
- Introduces horizontal scaling



Company culture



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Leadership

Strengths

- Leadership is experienced

Opportunities

- Do leadership training
- Opt for a more democratic leadership style



Weaknesses

- CEO is too authoritarian
- CTO neglects management
- Inefficient and unorganized

Threats

- Unhappy employees could simply leave

Motivation

Strengths

- Rewards for hard workers

Weaknesses

- Low pay and benefits compared to competitors
- No set motivational strategy

Opportunities

- Set bonus requirements to reward employees that surpass expectations

Threats

- Preferential treatment from management could devalue hard work



Communication

Strengths

- Emailing well

Weaknesses

- Disrespectful behavior from managers
- Meetings required in-person

Opportunities

- Remove in-person meeting requirement in order to increase employee productivity

Threats

- Slower communication due to outdated methodology



Employee engagement

Strengths

- Frequent meetings keep employees engaged

Weaknesses

- Too many in-person meetings can tire the workers
- Very little annual time off

Opportunities

- More purposeful meetings
- Two-way feedback between employees and managers

Threats

- Unengaged employees work much less effectively



Improvement plan

- Adopt a more Democratic Leadership style to maintain employee freedom but provide additional direction
- Meetings should be online for least interruption of employee workflow
- Motivate employees with increased bonuses for hard work
- Improve employee benefits to reduce turnover rates



HR and recruitment



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Key roles

- Leadership positions
- Senior developers who are fast learners
- Finance professionals
- Modern marketing experts



Job advertisement

- Brand website
- DEI
- Promotion of brand culture on social media



Recruitment

Job posting platforms



Social media



Selection

- Get rid of irrelevant questions
- Simplify the application process
- Hold open interviews
- Allow tech employees to choose their interview style



Training

- Fund course purchases
- Mandatory HR training
- Company knowledge base



Satisfaction



elevate



Easy problem reporting
with effortless elevation

Fundraising



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Cash flow forecast

Jan	\$54,083
Feb	\$38,166
	...
Nov	\$-105,083
Dec	\$-120,999



Mitigation strategy

Work from home

More effective

Over \$2,000,000 in capital from selling the office

Reduce Utilities and Maintenance
expenses by \$100,000



Expansion investment

- Invest into AI
- Train neural networks
- Offer AI services for customers



New pricing strategy

Switch to a more competitive
pricing strategy, based on
other companies in the
industry.

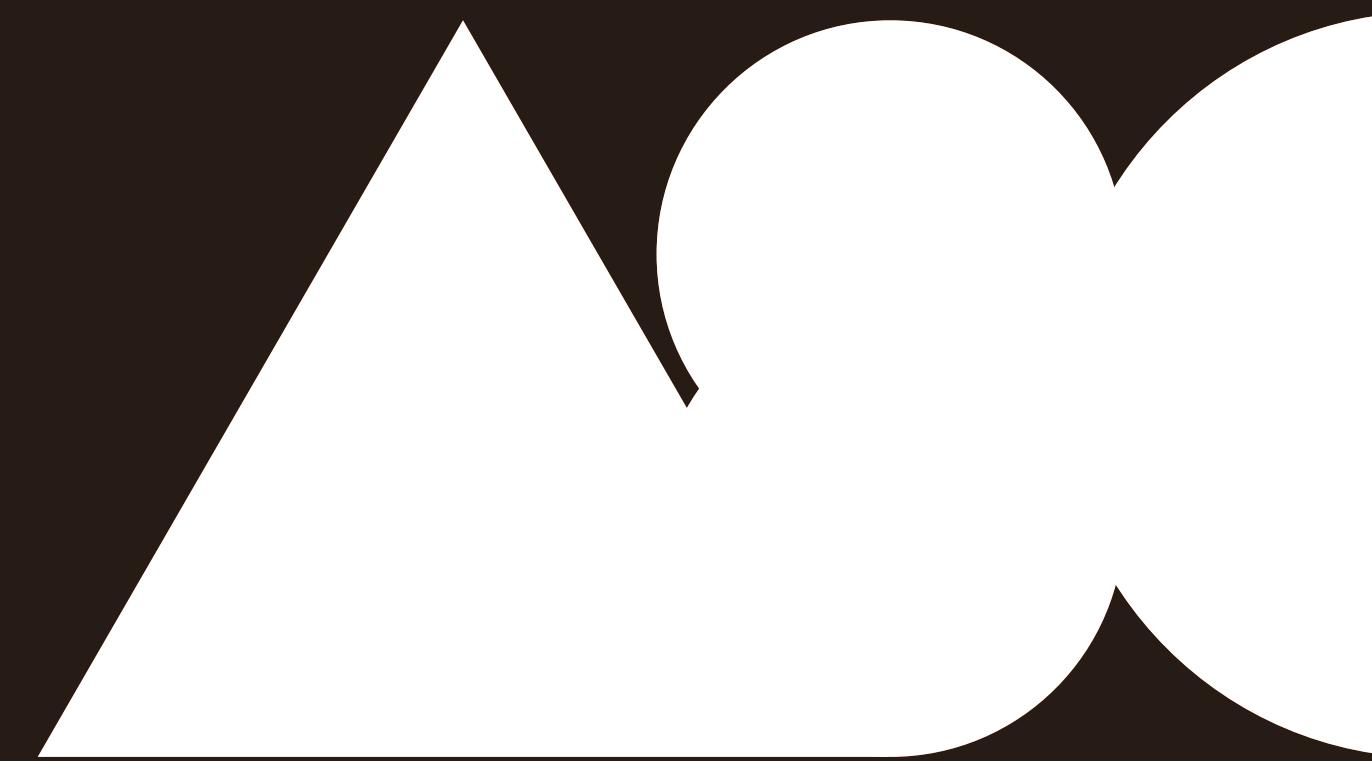


Marketing



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Brand



#261c15

ABC Tech

Advanced.
Brilliant.
Cutting-edge.

#f05d23

#564787

#087f8c

Target audience

Startups

No existing tech debt
Crave innovation
Need a guiding hand



Market positioning

Customer oriented

Industry trends

Innovation

Strict quality control

Best practices



Analysis

Research industry trends

A/B test campaigns

Evaluate competitors



Portfolio

SMM & Blogs

\$1,000

Online display advertisements

\$5,000

Exclusive partnership deals

\$4,000



Brand image

Tech startup =

ABC Tech



Campaign slogan

**One-stop solution
for your new
tech startup.**



Thank you.

Brought to you by:

Pavel Zolotarevskiy

Alexander Bain

Artem Zaporozhskiy

Zhuo Yue



Sources



Slides



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